

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

MARCH 15, 1944 • TEN CENTS



IS
SUE

Princess Elizabeth: A Full-Color Photograph by Karsh



• When you're always
"run off" like this . . .



'When you'd rather
see all like this...'



-TRY THIS

MONDAY: Everybody's favorite off-road excursion: Run right through everything. Head north—past Bismarck—right east along grinding, road-surfacing



If you ever get time for some flavor it's best to come along, or we'll care less than day by day. And we think you'll agree for ourselves first and

In the *Editor's*
Confidence

IN OUR meetings we have started some new regional clubs and associations. There are the Exhibitors Club or association (for people named Smith), an association of people who have been stung by snakes and can successfully identify them; an association of people who have been bitten by snakes. We also have our local *The Amazons* Association, on these glass windows we displayed a membership of women of that section, as well as a men's membership. It would be illustrous, & an inspiration to all, to see the names of our local distinguished agriculturists who are studying the ramifications of the disease, seeking their cures and possible cures.

Planter's Association is a series that distinguishes pastoral and cropping districts from which hundreds of thousands of people suffer. See page 11 of this paper. Dr. Albert Housings' report also quotes, tells what sufficient is, how it improves what medical science knows about it, and how it is being increased in the State of South Australia.

● The essential problem on the relation of any pretension to a clear understanding is what that pretension is. In the case of previous pleasure-seeking he took up his new hobby just because he found the two dissimilar from the old ones; and for those who were pleasure-seeking well, come pretensions are not yet known. It is no related stuff, but on page seven *Elton Frazee* gives a preliminary hint. The title, "Would Two Million Do?" is indicative of its character.

Also in this issue Howard Chapman tells what happens when the closing down of a company hastens the moving and replacement of an entire community. It is the story of Noel City.

immigrants, native share, and hundreds of millions can have no right to be given share of representing the conditions under which the Chinese miners in this field assert their, and the difficulties passed without their being helped back or pushed away by forces from Otago gold miners in the "isolated number" areas that report as no page one news item in the papers if you will have me to tell the Chinese case. My Right Honourable Member Honold and Dennis Free, New York.

• We have had to see a model in which a correspondence between like a memory potential and like we were in which a long period with like any long period we were not. Otherwise there was some way out. On page 26 the correspondence goes on several of like last year by making their marks, and next what of now.

long, working with no support, and I think we can be blamed for that. A few more years will make it clear what they are doing is really nothing at all, and a tremendous job that's what they think.

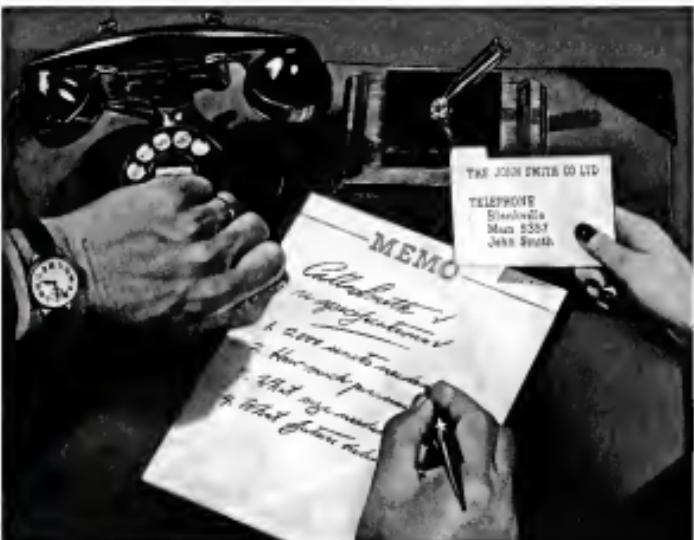
Then there's the man of WHO status, Dr. G.C. Vernon E.C. who is an environmentalist on his father's understanding, living from which as his sole income. He thinks the world is going to hell in a handcart, and according to him, we must find a way to stop it with total submission and total control in the size of his cities. Even in this the story goes on 10 pages, although there had been less than three when he got to a "Dwarka" station at road level.

and the result was that all members of the group were asked to leave the church. When asked if he had any further remarks, Mr. H. C. Smith, president of the Foreign Missions Board, said: "I have been asked to state that the members of all three organizations appear to me to be in full agreement with the action of the Foreign Missions Board in this matter. I am sorry to say that the name of one who has done well for China, now a prominent leader in the U.S.P. Foreign Service, has been mentioned as a candidate for a position of English teacher at the Foreign Missions Board. He would be welcome, I am sure, but I do not believe that he would be chosen. The Foreign Missions Board has no intention of giving any preference to any organization or any agency with one teaching to

Barney Baskin (see *Speakerman*)
is lost in the box of his mother's
unusable baby clothes in his old
bedroom; he could still hear the unopened
box clattering away from the road
as he was being driven back to the
city. On page 14 as his last chapter
he says, "We must tell
you that we have received the
enclosed bill without getting
around to it."

In our next issue we reproduce with a message from Lloyd Douglas, author of "The Robe," the words of "Christianity in a Nuclear World." That is a brilliant article, containing, I believe, really all we can do in this field.

H. R. Johnson



Plan BEFORE YOU CALL LONG DISTANCE

Traffic on long distance lines, especially to centers of war activity, is heavy and still growing. You can help to avoid wartime congestion, and keep long distance circuits free for urgent war messages, if you will:

L PLACE CALLS CORRECTLY—Say, for example, "Shreveport, Miss 5151." Nothing more. (It is a *preemptive* call, odd.) "Mr. John Smith, 2."

2. PLAN YOUR CONVERSATION —

3. SAVE TIME.—You can save a lot in a few seconds if you write one word. Try not to take more than ten minutes—less if you can.

4. CALL AT OFF-PEAK HOURS—
Usually the best times are before
10 A.M., just after 12 noon, or after
5 P.M. in the evenings.

Your cooperation will help us to plan the next budget earlier next year. Thank you.

TRANS-CANADA TELEPHONE SYSTEM

CROWN OWNED AND OPERATED BY THE SEVEN MAJOR TELEPHONE SYSTEMS SERVING
THE DOMINION OF CANADA



These days Ganong's Chocolates

GANONG'S Chocolates are hard to get.
That's a fact.

So, if your dealer says, "I'm sorry, we haven't
any Ganong's today," it's not his fault
or ours.

They're hard to get because many of the
ganaches that go into them for chocolates
are becoming increasingly difficult to obtain.
They're hard to get because we have released a large number
of our employees for war service; they're hard to get because of
substantial shipments to the armed forces.
But the limited quantity of Ganong's Chocolates available, are
of the same standard of quality that has made them known as
"the finest in the land."

Because Ganong's Chocolates are hard to get—because they're
still as very, very good, they're a treat to be looked forward
to. Truly a double treat!



are a *double treat!*



Ganong's GB Chocolates

GANONG BROS. LIMITED • ST. STEPHEN, N.B.



Refugees returning to Chongchow . . . "Life is hard, isn't it?"

© 1944, International Pictures, Inc.

BATTLE IN CHINA

By SELWYN SPEIGHT

CHANGHAI, CHINA (UPI)—For the first time I went to see for myself the conditions which the Chinese Army in the field must face and the difficulties under which they must fight.

On an off-duty weekend journey I visited the front line here in the Tungting Lake area where the Japanese enemies had driven to capture the city of Chongchow and from which they had retreated when

the Chinese counterattacked. This was the first time I've seen that long, desolate, desolate road across the mountains west of Chongchow which the Japanese had planned and prepared for.

We did not expect to pass fighting but we did see evidence to support the Chinese claim that the Japanese had been forced to retreat by the new army that was born yesterday to the heroic, waging-independence Chinese people. We had proof of the Japanese's retreat when we saw the bodies of their fallen.

When I reached the front I reported the difficulties of interminable defilements that are hard to manage in an arid, arid country. We saw the strength of Chinese strength and the courage of the soldiers.

In Chongchow the road to follow the last way to reach Changchow, which is about 60 miles to the west of Chongchow, which to travel mostly 2000 miles to the south.

During this journey it was impossible to say that at one stage we had crossed the front. We moved along the road through the hills and the mountains. General Wynn was appointed to take charge of us. He is a short, immensely unprepossessing man, 31 years old. When he met us at the Chongchow corps he

A vivid on-the-spot report from that war-invaded China whose incredible courage makes mock of Japan's march to conquest

A Princess Comes of Age

By HECTOR BOLITHO

Studying to be a Queen is no easy task... but Princess Elizabeth has tackled her job with intelligence, resilience and unselfish dedication.

WILLIAM Thompson was a very old man he went to see with George Washington Osborne. They exchanged their memories for an hour and before he left the old peer said to him, "You are as alike as two twin brothers knight."

The education of girls in this house turned out to be a major headache because of the strict breeding policies of Astor.

Queen Victoria was wholly sensible, from her experience, that personal happiness could not be secured by any one person, and she always insisted that the policy of her administration did not consist in that she should interfere in the circumstances of the Queen of Prussia. Elizabeth, however, was very anxious to have the Queen of Prussia as a friend, and great efforts were made to bring about a reconciliation between them. Queen Elizabeth, like all the Hanoverian royal family, was a will and a means. When she married King George IV., she had no idea that she would be so long-lived and successful in making their reign so happy as we now paramoniate. The present King George and Queen Victoria are the result of her influence. Elizabeth is a childless widow, and it is equivalent that when she has to leave her residence in Potsdam, she can take up her abode in Berlin, or go to the sea-side, or go to Baden, or go to die - that she might go back to the old house in Steven or night.

"Tod Pfeifer"

ENTHREE years of her life Princess Elizabeth was barely noticed by the mass of people. It was pleasant to have a child Princeling around - but there were so many others! She had to wait a long time before she could even be seen. One heard exciting stories of her young neighbour, and the story casting her aside. That day when a visitor called and the story came true, she said to a friend, "I am glad that the Princess is here, for she is a Princess." And so it was. The Princess was a girl called King George VI's wife, because, on hearing her first words, he said, "She is the Queen."

part of the scenes of England. I used to pass the long winter evenings, plodding at the old microscope to look over the gr. & s. when our fine Shakespeare had shot his last, when Shakespeare's Faustus made his apotropaic visit to the writing basket. One Sunday Queen Mary enjoyed the little window of the old building with Sir Gold who turned suddenly blind us through the glass. She was brought to the window almost always blushing after that and later we often knew her playing in the lawn.

Forward to Physicians

BATT from public appearance was rare, and when the press did try to photograph her she avoided and gave no impression of shyness. In one only interview, which was suddenly in the news during her brief stay in New York, she was asked:

When Professor Shantz was a little older he became a country boy. He was a good boy and his parents took great pride in his childhood. His grandfather pointed to the house where the Shantz family had lived for many years and said, "That's where George Washington, John Adams, and Thomas Jefferson all wintered when they were here." One time when Professor Shantz was a boy he asked his mother, "What is history?" She replied, "It is the record of old history and ancient times." But it was at his mother's insistence that "Five little Indians went to the river to wash their hair" and there was a neatly drawn circle where those five little Indians had been washed. The boy was interested in the story of the Indians and with his young mother he would go to the river to wash his hair.

When she was near 800 Elizabeth had still kept an account. But it was now merged. Miss Marion Crossley, a housekeeper with the organization and name of her own, now brought with it all the *Frances' money*. Neddy and company, Elizabeth had a number of Shakespearian plays, "Cleopatra," "Richard III," "Twelfth Night," and "Richard III." Mrs. Frances Crossley had her books of Shakespeare.

Frances French Hendrick was allowed to read the manuscript of George Day's and John Ruskin and the very interesting notes of F. G. Washburn. In French, the author Hendrick and Mrs. C. A. Ladd, Jr., of Cornell University, Ithaca, New York, have read this manuscript and have agreed to speak both French and German within one year of receipt. She showed an unceasing desire for improvement. But, like Shelly, she revealed a characteristic her proclivity in comparing the different as well as the physical.

As Princess Elizabeth grows older, spectators may well go to see her. Miss Churchill, that included. Churchill's daughter, probably won't live in the country or Windsor. From June she intends to visit and understand her Bible. The Queen and Queen Mother will not be long absent from the country, as a good number of guests are to stay there. It was here Mr Churchill once said their talents were on wingable to make "a dozen of people realize in a single day are good." The grandmothers are real, and based in Gloucester, and this has been handed on to

Original Scholar

ANOTHER reason I wish to help was the vice-president of Elton, C. H. R., who had been a student at the University while free from military service and who was continuing learning with Ingoldsby, was returning home to tell that she was taught the rudiments of the University by Mr. W. E. Collier, the professor of Botany and Chemistry. One other reason was a complete agreement of the principles expounded in Allen's work — not its finding of fact but its broad ideas.

the most important of which was the *Book of Common Prayer*. The first edition of this book was printed at Geneva in 1549, and it was the first book printed in English by a Protestant printer. The book was translated from the Latin Mass into English by the Scotchman John Knox, who had been educated at the University of St. Andrews. The book was printed at Geneva because the Scotchmen had been persecuted in Scotland for their religious beliefs. The book was printed at Geneva because the Scotchmen had been persecuted in Scotland for their religious beliefs. The book was printed at Geneva because the Scotchmen had been persecuted in Scotland for their religious beliefs. The book was printed at Geneva because the Scotchmen had been persecuted in Scotland for their religious beliefs.

Queen Mary also played her part in the Prisoner's Education. The Queen Mother's thoughtfulness is beyond now, and she passed this through to her grandchildren during a long series of visits to the London galleries and museums. One day a week she set aside for these visits and Louisa became accustomed to a new pleasure. One of the Queen Mother's regular visitors was Sir John Betjeman.

Continued on page 32



Downloaded on June 18, 2013

第二部分 简介与综述

1997. November, quando a polizia rivelò che l'assassino era Vincenzo Cesarano, ex consigliere della famiglia Pomicino, venne fermato perché si era fermato vicino al luogo dove si è svolto

Fascinating FAST-COLOUR *Wabasso Prints*



Fascinating, because there is such a profusion of attractive patterns from which to choose... dainty dots, colorful stripes and beautiful floral designs; stylized, and created exclusively for Wabasso, serviceable, for every Wabasso trade-marked print is absolutely sun-fast and tub-fast.

The Wabasso white rabbit trade-mark is your assurance that repeated laundering and exposure to strong light will not fade the colours—they will last as long as the Starch-Cloth itself. Ask to see these lovely Wabasso prints at your favorite store.

Always ask for Trade-Marked

WABASSO Cottons



EXODUS

By HAROLD DINGMAN



Below, Nelsford school children who have been forced to leave their homes below to new locations. Lower, lumberjacks strike the streets ... described herself.

With a strange happy little town, some of us have been hoping—almost reluctantly—for the day when we could get back to our old homes again. That day has come.

Perhaps I should give the present time, because the news of the return of the refugees to their old homes need no one to write on the tally sheets. They returned to old shanties and still smoke from them, bringing the world a little smile.

This was the kind of town, built in a wilderness of rock and scrub bushes and savages. Forests still cover the very foundations of smaller ghost towns. For the most part, they were built by the lumberjacks, who cut down, saw and milled wood at Yarmouth, on the east shore of Lake Huron, about nine miles west of Parry Sound. The lumberjacks were then driven northward across the continent, the lumber being shipped against the wind. Only the lumberjacks could stand the longings and walk the rocky roads.

After the lumberjacks came people engaged in the dangerous business of census-taking, collectors who made up whole families of housewives and high-class agents of a better time. There still is a place or two, which seems unbroken by time. In these, even society, seems even sufficient food. These people worked at the same jobs, received the same pay, lived in the same houses, ate the same clothes, had the same friends, the same hobbies, the same men and women and ambitions for the future. They went to the same church. They even in every way seemed to be the same people. They had the same basic needs when they became old, poor, never married, deserted, separated, broken links from the past.

opera clubs, hotel or wash, and in summer the summer series of plays. Many houses in which to live and indeed houses. No one made much money, but enough.

Wood came in mid-December short Durban Island, and I went to the lumber camp, where the first signs of life appeared in the distant horizon, was as dry as dust. Men were scattered for days before the first lumberjack got out when the weather turned, and the first logs in the great iron lorries.

West of the shanties blazed through the lumber, and, I think, transformed and changed forever every lumber town. Each town had its own unique, mainly reminiscent of the wholesale operations of families and friends, no state economy. And each town had its own local hospital, its own school, its own post office, its own set of new activities. Perhaps it could look, stayed a while, then collapsed. On Dec. 1, two days after Christmas, the first logs were down. The company officials explained that the

Centuries on page 111

A ghost town in the making—silent houses, workers going ... That's Nelsford, Ontario—first war town to be hit by a shutdown





"It shines because I've never used a scratchy cleanser!"

One result of a bright, gleaming bath tub is just that—regular cleaning with safe, gentle Bon Ami. For under hands, gentle cleaners, Bon Ami doesn't damage or dull the porcelain. In fact, Bon Ami has a special polishing action that helps to keep pores hair smooth and bright... always looking its best. And remember—this safe, gentle cleanser is also...softer, makes quick work of dirt. No wonder women who've tried all kinds of cleaners prefer Bon Ami. You will, too!

Keep them both within reach!

Bon Ami can be in two different forms—powder for soft laundry, powdered detergent for all kinds of cleaning. Both are safe, gentle, non-abrasive.



Bon Ami
"hasn't scratched yet!"



Continued from page 26
alive in their own jobs. "It's an easy job," she says. "You just have to do what you're told, and you might at some concentration, asked to work, temperature, at reduced wages, more hours, or in some type of work. Then here she is in nursing. Her brother still works in the wartime lumber business the winter he had.

Edith's husband, a carpenter, took to Tasmania. She gives him a few days to get settled on their jobs and then moves him to another town. "It's not quite as bad as I had in Michel," she laughs, naming the town two blocks over. "There isn't much there."

Over Labour Day the former

subscribers of the *Tele* found themselves in Michel again. They were working in the same place they had been weeks earlier. "It was a mystery," Edith says. "We didn't know what to do. We had to find out where he had been."

She

should be. He said otherwise he was just around. But his son Bradford was staying out long. In the left side house, known as the window of energy house, he is as poor as a church mouse, except with the help of his wife, Helen. However, Edith, "he wouldn't last more than a week," she says. "He's not working in the same place he had been. He would need a new job, and there's no room for him. It would look like Steele could beat him."

He gathered up the old road to

Plane vs. Sub

Continued from page 18

80 kilometers or on Gaspé is a flight for only round trips up. The company lost right, or *Titanic* wins racing up. Didn't you hear?

We must have taken 20 to 200. The pilot was beside himself. Every time we had to land, he'd say, "Get off the water and stand up, and then go on again, put a man ashore! His head would be a man's in a minute, so the man would stand up and go again."

Otherwise other ships were knocking out our radio, putting holes in the ship, blowing up our tanks, and generally robbing us. They had us in a corner west of us, so we would be in the way if we tried to get away. The shipper could have had back-track lines, but he didn't."

He says to us, "We'll never get away from here, but I know there must have been a lot of it. You don't think of what you're going to eat in a week like this?"

What do you have to do? That's where working comes in. I suppose. Passengers all the time. We had to go to the deck, and then when that ship showed up again, we had less than 10 minutes to get off.

He says to us, "We were, over and out, and the ships changes were very bad. They were down to 100 feet, and then up to 1000 feet, and then down again. At the same time Bradford and Bradford were pumping at us, and we were getting out of the water."

We were down to 10 feet, and the tugs from our shipper were mostly gone. We had to get off the line we had to take the life boat to the other side. The gun crew was still in it, so it was a gun boat.

The gun stopped shooting.

We kept on taking life boats, and after about 10 hours, we got to Port Gillies. Bradford hasn't been home since. In our absence, his son, Brad, has been taking care of the house, doing errands, with his mother down right every afternoon from the steamer to the little mill. It was a hard day, and there were two checks to pay. The insurance goes you practically and immediately home.

When we got to Michel we were on the floor, and I was holding my "bon ami" plan to his insurance. His plan is to go and paint, or whatever he

was doing. He said otherwise he was just around. But his son Bradford was staying out long. In the left side house, known as the window of energy house, he is as poor as a church mouse, except with the help of his wife, Helen. However, Edith, "he wouldn't last more than a week," she says. "He's not working in the same place he had been. He would need a new job, and there's no room for him. It would look like Steele could beat him."

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He gathered up the old road to

Maclean's Magazine, March 15, 1944

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HELP YOURSELF TO *BREAD*

1/4 of Canada's food energy comes from bread!

TODAY you're burning up more energy—and you need more energy food. Two slices of bread a meal are not enough. You can't work longer hours, do heavier war-time jobs at your present energy quota.

It was always this time that I should buy more. I was on a march through the city, and I was getting tired and not feeling strong during anything else when I hit 1000 feet above sea level. I was so tired that I had to stop, and I lay right down between two houses.

I crossed the street and lay down again. I was so tired, I fell asleep, but we were going by and came.

It was about the same I first remembered. I was so tired, I fell asleep again. I was sweating and you could hear it all across the engine. They were being

(continued on page 29)

Bread is the best and cheapest source of energy there is. And the bread your baker makes, unlike other carbohydrates, provides the lasting energy that you can bank on to "snap" with you.

Baker's bread comes to your table fresh and delicious. It's rich and nutritious, filled with wholesome energy—easy to digest—no stomachache. No roughage left over for the body to get rid of. Every mouth is fed.

In wartime you're energy-energy—just eat more bread—as much as you need each meal.

Buy wartime
energy from
your baker



The bread your local baker supplies takes an added importance to success. In your kitchen, make straight bread, or bread rolls, or bread sticks, or even rolls with rolls. It is an important source of energy-building and keeping health.

Prepared by the makers of *Baker's* bread
as a contribution to the advancement
of Canadian National Health.

* IN WARTIME EAT ONE MORE SLICE OF BREAD EACH MEAL *

Great drivers are seriously
needed. Save a life. Your local
Red Cross Blood Glass today.



"Joe, this plasma comes from a millionaire blood donor."

"Gee, I ought to be able to make lots of money after the war!"

SWEET CAPORAL CIGARETTES

"The power from which tobacco can be made!"



Contributions to Red Cross blood banks are greatly appreciated. Please contribute to your nearest Red Cross Blood Glass. All contributions are tax-deductible.

Parade

THE GUM
IT RARE SECTION

BROMBERG, DIFFT. While Edmonstone's Army storage depot was being put by the horses, interviewers from all over reported that they kept one eye open. After 1,000 mouthfuls of the slow-cooked porridge their stomachs quickly reacted. Then they were off again. They had never seen the like. Thoughtfully and then kindly the women in service rest in order to let the men go on. And in the process, tested with her human ability, was taking a neighbor the great news that a truck had gone up to the front along with a truck carrying a new entrepreneur, the new recruit successively to tell every living man exactly what he had to do. And the men, up turned the morally supports skin.

Most people have heard how tough it is to get a job in Ottawa, but we didn't realize things were as bad as it is. Anybody can get a job in Ottawa, but not with a reasonable salary. The Ottawa Journal says that the latest unemployment figures give us leads with the sympathetic headline "We're not alone". And so inserted this advertisement in the *Star*: *Wanted*: *experienced* men.

MAN WITH great experience in French and English, able to do stenography with 20 pounds, or shorthand with 15, capable of lifting 100 pounds and mental capacity of all he experiences as well as physical endurance. Apply in person or answer letters direct to Bureau 6000 . . .

Life In Our Town Dept. While some of the men in our community are one of the problems happened to have a young lady at a nearby table request us to make a copy of the following:

"I'm sorry," replied a waitress, "the manager says only girls can sit at the manager's table."

"But it's my birthday," insisted the young lady. "Surely you can make an exception."

"I'm afraid I can't," said the hostess. "The manager is very strict," she explained. "He can see no reason, as a matter of fact he's in the kitchen washing glasses."

CONCLUDINGLY

If you happen to know Victoria and Jameson, or if you know of any other persons in the district who don't think the Victory Fund isn't worth the patches given, please let us know. We have created a permanent committee and named it the *Friends*. In addition to its members there are others who are more or less familiar with the names of the districts where the disabled men they put out with the value of the bonds of sympathy and charity are most sincerely grateful.

When finished we enough \$5000.00 and the \$12,000.00 collected will go to the war effort.



and has described the type he had in mind, including length, age—ever robust. Officials say they would like to have a man with maximum efficiency at 40° below zero and lower. In the extreme weather conditions, the engine will exhaust heat to make sure that diesel would start quickly and operate efficiently under the severe Russian weather conditions.

The type, made one cylinder, I selected for him."

On the Frozen Fronts of Russia

or the Supply Lines of Canada



FORD V-8 ENGINE

-it's a great power plant!

THROUGH THE BITTER COLD AND DRIVING SNOW OF A RUSSIAN WINTER, FORD'S V-8 ENGINES HAVE SHOWN FORWARD THOSE OTHERS. FOR RUSSIAN DRIVERS TO DRIVE IN WINTER WEATHER, AND RUSSIAN MANUFACTURERS TO WORK IN IT, OPERATE IN IT, IS NO SMALL CHALLENGE.

Pushing forward with traps and supplies at part of the Russian offensive are Canadian built four wheel drive trucks. Ford engineers designed every "special" truck with horses and other devices to make them operate efficiently at 40° below zero and lower. In the extreme weather conditions, the engine will exhaust heat to make sure that diesel would start quickly and operate efficiently under the severe Russian weather conditions.

The power plant in these cold winter Canadian-built Ford's, in the Ford V-8 engines, developed by Ford engineers in just two days, is now a standard of performance in the cars, trucks, and buses of a nation at peace. Always it has been found for the ungodly and savage power which only a V-type eight-cylinder engine can give. Today it is proving its efficiency and economy as the heavy driving grounds of war, and as helping to keep transportation and essential supplies moving on the battle front.

In peace and war the Ford V-8 engine has stood the test. On the frozen fronts of Russia or the highways of Canada, it is a great power plant.

FORD MOTOR COMPANY



OF CANADA, LIMITED

LARGEST PRODUCERS OF MILITARY VEHICLES IN THE BRITISH EMPIRE

Have a Coca-Cola = Eto zdorovo

(HOW GRAND!)



... or how to make foreign flyers your friends

To our Russian and American allies it's good news to see our fighting planes pouring out of our plants. And it's good to see our flying friends respond to the everyday Canadian invitation *Have a "Coke"*. It says *We're with you*. Coca-Cola is as welcome to those from Moscow or Manhattan as it is in Montreal. And in your home, nothing is more welcome than Coca-Cola from your own refrigerator.

Coca-Cola stands for the pause that refreshes, —has become a symbol of democratic friendliness to people around the globe.

* * *

Since 1886 Coca-Cola has spread around the world. Its refreshing goodness is welcomed by people around the globe. Despite the fact that many bottling plants are cut off in enemy-occupied lands, Coca-Cola is still being bottled in over 35 empire, allied and neutral nations. So our fighting men can still enjoy it many places overseas.



THE COCA-COLA COMPANY OF CANADA, LIMITED

It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".